



United States
Department of
Agriculture

Agricultural
Marketing
Service

STOP 0254 – Room 2607-S
1400 Independence Avenue, SW.
Washington, D.C. 20250-0201

Naturally Raised Livestock and Meat Marketing Claim Listening Session Agenda

Monday, December 11, 2006

*Department of Agriculture (USDA)
Jefferson Auditorium
1400 Independence Ave., SW
Washington, D.C. 20250*

Please enter the USDA Building at Wing 7 (corner of 14th St. and Independence Ave., SW). All attendees will be processed through security and must have valid photograph identification.

Welcome and Opening Comments

1:00 p.m.

William T. Sessions
Associate Deputy Administrator
Livestock and Seed Program

Bruce I. Knight
Under Secretary
Marketing and Regulatory Programs

Marketing Claims and Their Functions in USDA Programs

1:20 p.m.

William T. Sessions

Overview of Requests for Certified Naturally Raised

Martin E. O'Connor
Chief, Standards, Analysis and Technology Branch
Livestock and Seed Program
Agricultural Marketing Service

Label Approval Programs of FSIS

Robert Post, Ph.D.
Office of Policy, Program and Employee Development (OPPED)
Labeling and Consumer Protection Staff (LCPS)
Food Safety and Inspection Service

Public/Stakeholders Input

2:00 p.m.

Moderated by William T. Sessions

Closing Comments

3:55 p.m.

William T. Sessions